

References: viewed 27th march 2010
http://www.cityofsydney.nsw.gov.au/AboutSydney/CityLocalities/SurryHills.asp
http://www.cityofsydney.nsw.gov.au/Development/Documents/AGuideToDevelopmentPlans.pdf
http://www.cityofsydney.nsw.gov.au/Development/PlanningControls/Conditions/PlanningControlsMap.asp
http://www.cityofsydney.nsw.gov.au/Development/CityPlan/SiteSpecificPlanning/SurryHills.asp
William J. Schroer 'Generations X,Y, Z and the Others' <http://www.socialmarketing.org/newsletter/features/generation3.htm>
www.legislation.nsw.gov.au

POPULATION OF TOMORROW 2030

Economic stability and growth

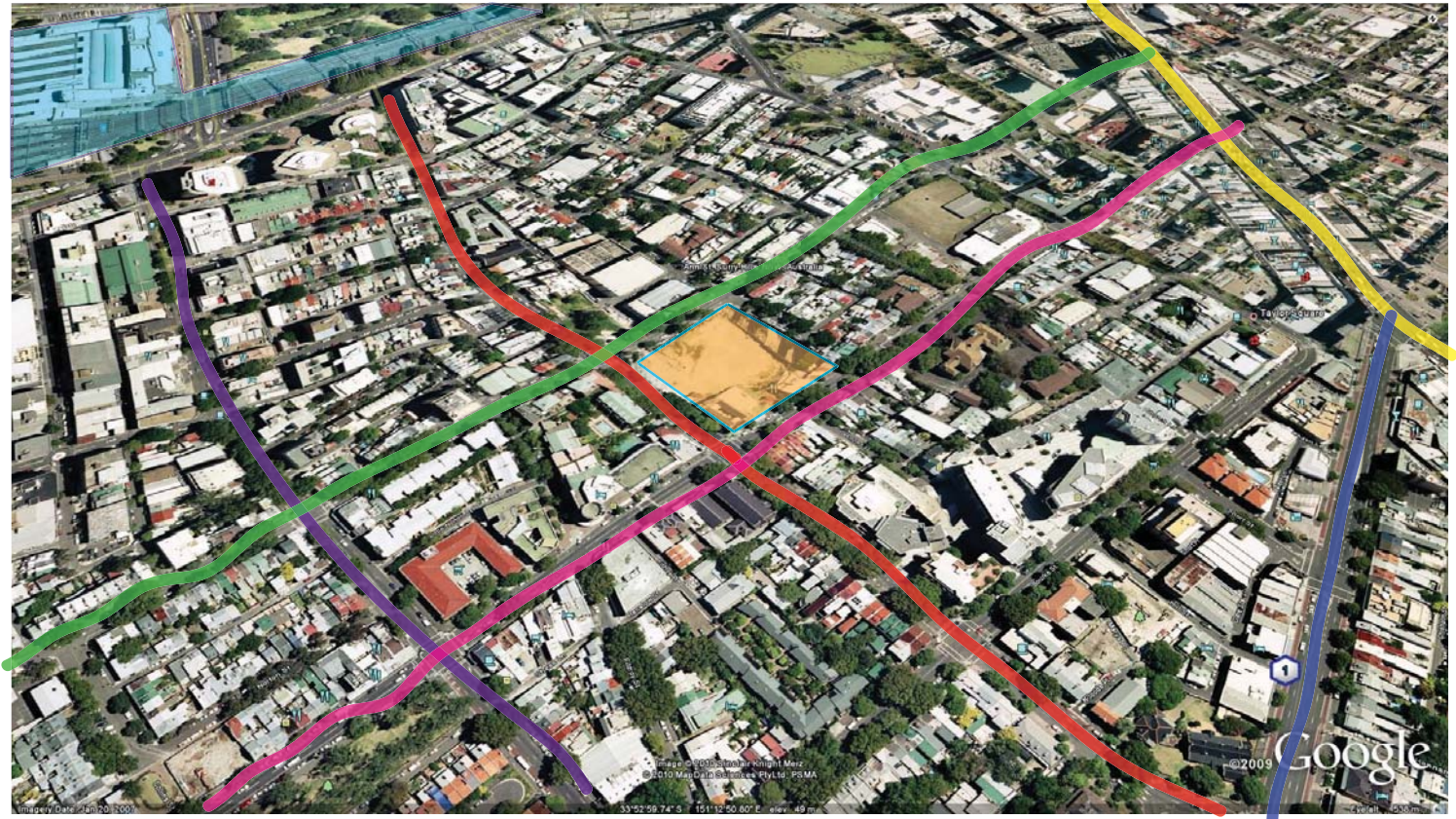
Shift in population demographics caring for ageing inhabitants,

Rise of population, offspring and migrants

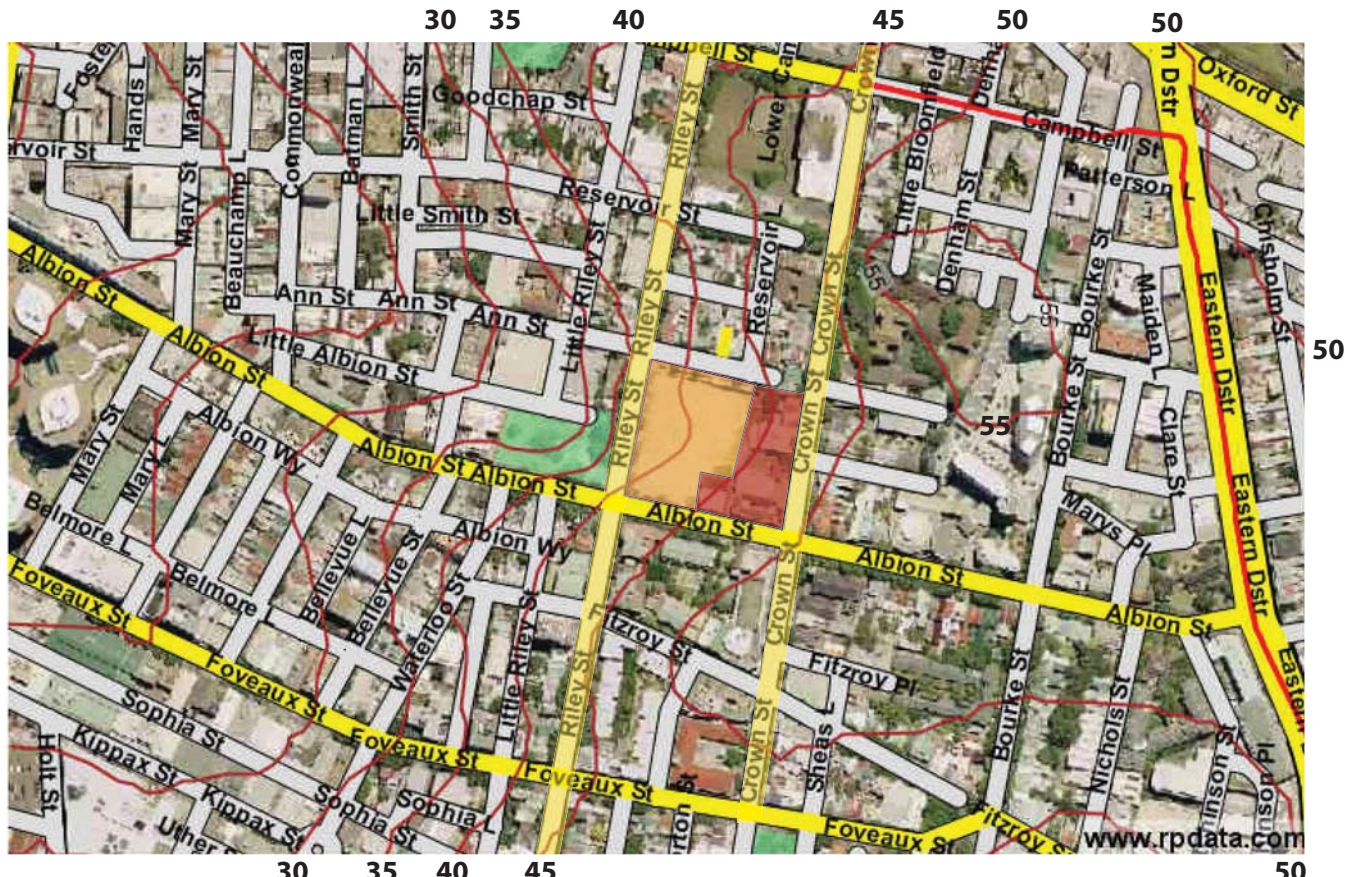
Pressure of Housing affordability, supply and demand

Lifestyle changes, more socially connected, educated, mobile

CENTRAL STATION RAIL NETWORK



SITE CONTEXT VIEW

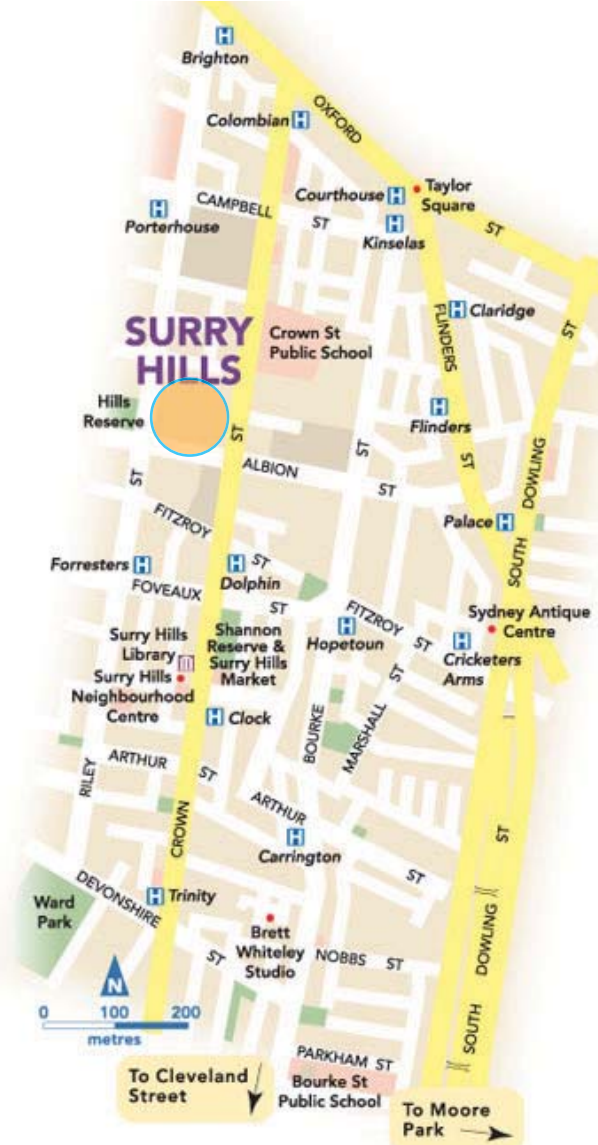


SITE CONTOURS & MAIN TRAFFIC FLOWS SHOW

ROOFTOP.



RILEY STREET LOOKING SOUTH
7 STOREY RESIDENTIAL BUILDING



MAP OF COMMUNITY AMENITIES
COURTESY OF CITY OF SYDNEY

Statistics of Surry Hills Region Population sample
ABS 2006 and RPData 2010

69% are employed in Professional, Managers and Administration positions
71% are employed Full-Time
73% of dwellings are Apartments
61% Rent
57% Aged between 20 - 39
25% Aged between 40 - 59
Highest Population Age is between 20 to 35 years
Average New Build Apartment price for 1 bedroom \$500,000

Generational Types

Generation X Approx: 1970 to 1979
Described as conservative with high levels of skepticism, "what's in it for me" attitudes; considered a very educated generation, requiring life long intellectual stimulation. Have long term anxiety over future uncertainty and old age; believe in long family interaction, budgets, savings, more open to sexual awareness and preferences.

Generation Y Approx: 1980 to 1989
Considered incredibly sophisticated, technology savvy, more racially and ethnically diverse as an audience aided by the rapid expansion in product, lifestyle and media choices. Known to be very competitive, least brand loyal and the speed of the Internet has led the group to be highly flexible to occupation, fashion, preferences and medium use. Often raised on dual incomes, more involved in opinionated and have the highest spending to saving ratio.

Generation Z Approx: 1990 to 2009
This highly diverse Internet Generation is exposed to highly sophisticated media and computer and communication environments, they will be more technologically dependent, savvy; more cultured and open to different lifestyle alternatives. More confident and opinionated and require constant social interaction. Attitudes involve immediate expectation to wants and needs as well as vast list of choices available.

Housing Affordability

Parents and grown-up offspring looking to downsize/move out
New migrants looking to live close to employment, the city
Recently retired members/pensioners

It is expected with the rise of an aging population that the current Government pension will be significantly reduced. To be replaced with the personal Superannuation Fund accumulated over an inhabitants working life. The superannuation fund and/or personal savings will essentially finance an individual/couples needs such as basic necessities, energy, data and apartment expenses. To fund and ensure the ongoing maintenance of the common/shared amenities, government assistance could provide subsidies for senior residents, as this will better benefit all senior residents' health and wellbeing as apposed to individual pensions or reduced tax.

To make apartments more affordable to the senior and younger generations the apartments will be on a lease charter basis, thus providing a more accessible route to achieve housing in the area. Access to shared senior amenities will be available to the younger generations through a subscription rate, where each facility can be individually selected, lowering the strata cost.

_NEXT GENERATION HOUSING
RESEARCH FRAMEWORK

SURRY HILLS REGION
OPPORTUNITIES

ESSENTIAL LIVING
APARTMENT LIVING IN THE CITY
& PLACE OF EMPLOYMENT

ROAMING LIFESTYLE
EMERGING GENERATIONS &
CHANGING ATTITUDES

AFFORDABLE HOUSING
SENIORS & JUNIORS

_PARALLEL LIVING
CARING FOR AN AGING POPULATION
SHARING SPACE

_SELECTED SITE
252 RILEY STREET SURRY HILLS

_INNOVATIVE SOLUTIONS
WHAT CAN ARCHITECTURE &
SUSTAINABLE DESIGN
INVESTIGATE

Current Trends
Retirement Homes / Senior Residences

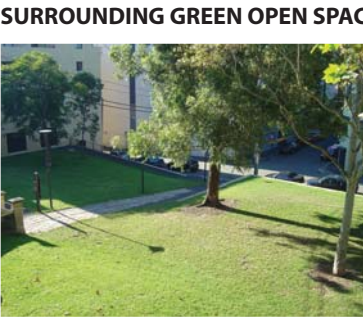
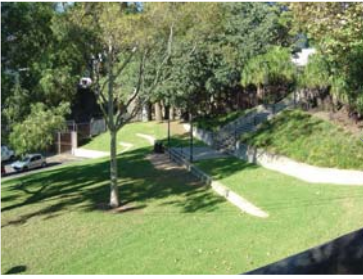
Target age usually 50 to 70 year old
Individuals and/or couples
Usually private residences
Provide general support services
May include caretaker or nurse
Care and support is provided in home
May include inpatient care in a separate part of the building
Offer cleaning services with separate maids room
Usually have a hotel like character and finishes
Climate control air-conditioning
May incorporate a cafe and/or restaurant
1 Bedroom, full bathroom with tub with/without study
Strong connection with outdoor area
Storage and cabinets within reachable limits
Wide doorway and passage way for clear path of travel
Handrails at key points in building and around site.
Environment with individuals feel safe
Common areas may include:
- Entrance lobby
- Library and reading room
- Swimming pool
- Common room like club room or fireside
- Common outdoor area like sun terrace
May also offer recreational and cultural activities
(Additional cost depending on activities):
- Book readings and talks
- Short courses and activities
- Group visits and getaways

Future Trends
Emerging Senior Generation

Multimedia access and services integrated in the building
Theatre rooms
Fitness rooms
Spa and sauna rooms
Larger private areas
Individual rather than shared washer/dryer
Smaller kitchens with microwaves
Prefer higher ceiling to living areas
Strong connection with outdoor

Future Trends
Inner-city living / Emerging Generation

Individuals and couples, professionals
Will have less personal items but of higher value
More Freedom and fewer constraints to housing
Lifestyle attitude of more time enjoying less time maintaining
Low maintenance to unit
Multiple options to personalizing interior spaces
Multiple transportation options
More likely to dine elsewhere
Less likely own a car
More educated requiring ongoing mental stimulation
Prefer social interaction with different people
Carry digital devices, like communication apparatus
Less likely to stay at home



RILET STREET LOOKING WEST



RILET STREET FACING SITE



SITE CONDITIONS

Site Dimensions and Area
Exclude existing site buildings: Ann St frontage 76.56m, Albion St frontage 45.29m, Riley St frontage 83.21m. Approx 5216sqm

Include existing site buildings: Ann St frontage 94.6m, Albion St frontage 94.6m, Riley St frontage 83.21m, Crown St frontage 83.21m. Approx 7851.8sqm

Foundation Type
Mainly Sandstone foundation

Site slope
The site slopes from Crown St to Riley St at approx 15m, at Riley St and Frog Hollow Reserve there is a further 8m drop in height.

Vistas
Apart from the site changes in level and views to Frog Hollow Reserve, there are distant views to Sydney CBD towards North-West.

Climate
Temperate climate with four seasons, facades orientated towards the Northern and western sun may require sun shading solution to minimize solar heat gain.

Noise
Moderate to heavy traffic along Crown St and Albion St. Fair traffic along Riley St and Ann St.

Surrounding buildings
Mainly residential along Riley St and Ann St around 2 storeys, while increasing to 7 storeys residential on Albion St. Substation on Riley St; adjoining buildings range from 2 to 5 levels high facing Crown St and Albion St, zoning a mixture of both residential and retail.

Surrounding streets
Site is enclosed with Albion St, Riley St Ann Street and Crown St; Ann St is quite narrow with no through road to Crown St.

Breezes
Cool breezes mainly from Southern orientation channeled from Riley St and Crown St, also from Albion St South-East direction.

Overshadowing
Site offers good solar exposure North facing along Ann street with some overshadowing from adjoining buildings during early morning.

SITE ZONING

Under 5 South Sydney Local Environmental Plan LEP 1998, site is classified as Zone no. 10 - Mixed uses, essentially allowing residential, retail, commercial, and light industrial to be proposed on site.

Under LEP 1998 Zone no. 10
Encourage employment opportunities.
Minimize vehicle travel.
Maximize public transportation.
Encourage travel by foot and bicycle patronage.
Provide Residential developments which support vitality of nearby commercial and urban village centers.
Implement principles of energy efficiency, travel demand management and other sustainable development practices.
Encourage Contemporary Architectural Design.
Under H51 - Provide streetscape to Albion Street and Crown Street

EXISTING AMENITIES

Public Transportation
Surry Hills is an area which promotes travel by foot; Central train station approx 600m west of site down Albion St. 303, 352, 461, 480, 483 are Existing bus services along Crown St and Albion St are able to transport people to central station and surrounding suburbs.

Shopping
Surry Hills shopping is mainly around Crown St offering a range items like fashion, clothing, bookshops and grocery stores. Also close to Sydney Antique Centre on South Dowling St, and Cleveland St Surry Hills Shopping Village. Surry Hills Market is held at Shannon Reserve, each month on the first Saturday, showcasing clothing, creative crafts and ornaments.

Eateries
The Surry Hills region offers numerous eateries, including Bars, cafes, and restaurants, particularly on Crown Street and intersections at Oxford St, Fitzroy St, Devonshire St and Cleveland St. Other eateries can be found along Riley St, Albion St, Bourke St and Oxford St, with more opportunities as one moves closer to the city. Cuisines include Asian, Italian, Turkish, Lebanese, Modern Australian and Bistros meals, the establishments range from light snacks, modest meals to fine dining experiences catering for most budgets.

Parks and Recreations
Frog Hollow Reserve is located directly opposite the proposed site. There are numerous green spaces in the surrounding area such as the Centennial Parklands and other leisure facilities like tennis courts, golf courses and swimming pools. All close with public transportation.

Community Centre and Library
Surry Hills Library and Community centre is located at 405 Crown St,

Cinemas and Theatres
Palace Academy Twin at 3a Oxford St, Paddington; Palace Verona at 17 Oxford St, Paddington; Chauvel Cinema at the Cnr Oxford St & Oatley Rd, Paddington
Hoys cinema on Bent St, Moore Park; Belvoir St Theatre at 25 Belvoir Street in Surry Hills and Fox Studios, Moore Park.

Schools and Nursing facilities
There are numerous primary, secondary and tertiary educational facilities around the region. Close to Abbots Nursing home located on the corner of Albion St and Bourke St.

Emergency and Hospitals
St Vincent Hospital on Victoria St, and George Street Private Hospital along George St.

Electrical Substation and Other Services
Existing gas, water supply, sewage mains and data connections under Albion St and Riley St. Existing Substation on Riley St opposite site.